



January 31, 1995

LORI O'CONNOR
Regional Business Manager

TO: A. V. Addressi
F. E. Cook
S. C. Grossberg
F. L. Maney
~~G. P. Mitchell~~

A. P. Groll
F. J. Perez
L. T. Wolfe

400 Raritan Center Parkway
Edison, NJ 08837
908-225-4774
Fax 908-417-9076

RE: FOCUS

Gentlemen:

Please forward the completed Focus Period 2 enrollment forms for the following wholesalers. The Focus files will be maintained at the ROU.

1224	Amsterdam
	Mandel
1225	South Beach
1226	John Bricks
	Peter P. Dennis
	Eisler & Company not yet
	A. Montevordi
	Peterson Tobacco
	North Jersey Tobacco
	United Candy
	Morris County Tobacco
1229	Jetro (All locations) <i>missing 2.</i>
	Queens Tobacco
	Tiger
	Benanza
1230	Estradez
	B. Eisler
	M. Bernstein

If you need another copy of the enrollment form, please contact me.

Sincerely,

L. M. O'Connor

LMO/ams

S-3

"We work for smokers."

51850 7585

FOCUS PLAN B NOV-APR

DIVISION	ACCT #	ACCT NAME	GOAL	NOV	DEC	JAN	FEB	MAR	APR	VS. GOAL
1224	3968400	MANDEL TOB	23.7%	24.2%	16.7%	32.2%	40.5%	26.4%		4.3%
1225	657600	BORO PARK	15.7%	14.9%	12.3%	18.4%	17.1%			0.0%
	5407100	RICHMOND	12.2%	11.3%	9.4%	13.9%	15.1%			0.2%
1226	6411800	THOMPSON OKUN	15.3%	16.9%	15.1%	15.5%	18.0%	14.2%		0.6%
	7920740	MORRIS COUNTY	18.0%	15.9%	13.5%	20.7%	15.8%			-1.5%
	1933500	FERNANDEZ	14.2%	13.0%	13.1%	12.3%	13.0%	12.6%		-1.4%
1230	3055200	IRVINGTON	13.3%	15.5%	14.5%	13.9%	14.9%	15.9%		1.6%
	6136800	STAR	12.4%	10.2%	14.4%	15.4%	15.9%	11.8%		1.1%
1240	9671960	GRAND UNION	15.5%	15.4%	14.4%	12.7%	14.1%	13.2%		-1.5%
1242	6541800	TWIN COUNTY	20.4%	20.6%	19.0%	19.4%	19.6%	20.1%		-0.7%

* DATA NOT AVAILABLE FOR CURRENT MONTH

Updated 5/2/95

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FOCUS PLAN A NOV-APR

DIVISION	ACCT #	ACCT NAME	GOAL	NOV	DEC	JAN	FEB	MAR	APR	VS. GOAL
1224	15240	AMSTERDAM TOB.	13.2	14.1	15.4	15.4	15.5	16.3		2.1
	543008	DUANE READE	17.1	19.2	19.4	16.0	15.2 *			0.3
1225	65880	BOROUGH HALL	11.7	10.7	11.0	10.9	10.6	15.5		0.0
	227120	GLOBE WHSL	10.6	10.0	12.4	11.7 *	*			0.8
	406920	JETRO BROOKLYN	10.2	9.1	4.3	9.9	9.0	9.4		(1.9)
	602280	SOUTH BEACH	12.0	12.7	11.0	12.0	11.8	10.6		(0.4)
1226	73310	JOHN BRICKS	18.7	12.7	13.4	14.0	16.3	20.5		(3.3)
	109310	CHRISTOM CORP	13.5	17.5	17.4	17.3	17.1	15.7		3.5
	153480	PETER P. DENNIS	20.1	18.6	18.2	18.0	17.6	18.9		(1.8)
	176640	EISLER & CO.	14.8	15.5	14.5	14.2	14.8	13.6		(0.3)
	488910	PATERSON	17.5	16.7	17.0	16.8	16.7	18.4		(0.4)
	535731	NO. JERSEY TOB	13.2	12.5	13.0	12.4	12.6	11.8		(0.7)
	658500	UNITED CANDY	12.7	11.1	11.3	11.4	11.3	10.8		(1.5)
1229	313760	JETRO BROOKLYN	9.2	9.5	8.8	10.9 *		14.1		1.6
	511531	JETRO BRONX	10.4	6.1	2.7	3.7 *		12.7		(4.1)
	522100	QUEENS TOB	11.2	9.8	9.5	9.5	9.7	9.1		(1.7)
	611815	TIGER TOB.	11.2	12.7	13.1	13.1	12.2	11.6		1.3
	617493	BONANZA	11.7	11.0	11.6	11.4	11.6 *			(0.3)
1230	83160	C.A. BURKE	15.0	14.0	14.6	14.3	15.3	14.6		(0.4)
	213769	JETRO JERSEY CITY	11.7	10.7	11.0	11.0 *		9.6		(1.1)
	217281	PLAINFIELD TOB	15.8	15.7	15.7	15.5	16.0	14.8		(0.3)
	227040	GLIKIN BROS	12.7	12.8	11.9	11.8	12.0	11.8		(0.6)
	334410	KING VENDING	13.4	12.3	12.5	11.5	11.4	11.4		(1.6)
	339120	EDMUND C. KLEINER	12.7	12.1	11.9	11.0	11.8	11.6		(1.0)
	347392	CONSOL SIMON	21.4	18.4	16.7	16.1	13.5	16.6		(5.1)
	379800	LUCE WHOLESALE	13.8	13.7	14.7	14.5	14.6	14.8		0.7
	423360	MIDDLESEX TOB	15.4	16.1	15.6	15.3	15.5	15.7		0.2
	536808	M. BERNSTEIN	13.4	13.1	12.8	12.5	12.3	12.0		(0.9)
1240	425769	WAKEFERN FOOD	22.8	21.4	22.1	20.6	22.6	22.1		(1.0)
	652359	PLAINBRIDGE	18.5	19.4	18.6	17.2	16.6	17.5		(0.6)

*DATA NOT AVAILABLE FOR CURRENT MONTH OR MISSING WEEKS FROM PRIOR MONTH(S)

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